Amendments to the Claims

1. (Currently Amended) Software on a computer readable medium for operating a distributor organization of a product <u>manufacturer</u> ~~supplier~~ to provide for sales of a <u>manufacturer's</u> ~~product supplier~~ product by <u>dealers</u> ~~distributors~~ of the <u>manufacturer's</u> ~~product supplier~~ product<u>, the software</u> comprising:

a) website software applications for operating a domain server under control of the product <u>manufacturer</u> ~~supplier~~ to provide a plurality of subdomain websites for <u>dealers</u> ~~distributors~~ to offer sales of <u>the manufacturer's</u> ~~product supplier~~ product to consumers;

b) business software applications for providing business functionalities including:

i) managing <u>dealer</u> ~~distributor~~ transactions between the product <u>manufacturer</u> ~~supplier~~ and the <u>dealer</u> ~~distributor~~,

ii) managing consumer transactions between the <u>dealer</u> ~~distributor~~ and the consumer, and

iii) managing order fulfillment transactions between the consumer and the product <u>manufacturer</u> ~~supplier~~; and

c) the website software applications and the business software applications being interconnected whereby the product <u>manufacturer</u> ~~supplier~~ may accept and fulfill sales orders from consumers placed through the subdomain websites directly to the consumers.

2. (Currently Amended) The software of Claim 1 wherein: the <u>dealer</u> ~~distributor~~ transactions include enabling a <u>dealer</u> ~~distributor~~ to request commission payment through a subdomain website.

3.   (Currently Amended)   The software of Claim 1 wherein: the website software enables a dealer ~~distributor~~ to modify a subdomain website assigned to the dealer ~~distributor~~.

4.   (Currently Amended)   A system for operating a distributor organization of a product manufacturer ~~supplier~~ to provide for sales of a manufacturer's ~~product supplier~~ product by dealers ~~distributors~~ of the manufacturer's ~~product supplier~~ product, the system comprising:

a)   a domain server under control of the product manufacturer ~~supplier~~ providing a plurality of subdomain websites for dealers ~~distributors~~ to offer sales of manufacturer's ~~product supplier~~ product to consumers;

b)   a computer under control of the product manufacturer ~~supplier~~ having applications for providing:

i)   dealer ~~distributor~~ transactions between the product manufacturer ~~supplier~~ and the dealer ~~distributor~~,

ii)   consumer transactions between the dealer ~~distributor~~ and the consumer, and

iii)   order fulfillment transactions directly between the consumer and the product manufacturer ~~supplier~~; and

c)   the domain server and the computer being interconnected whereby the product manufacturer ~~supplier~~ may accept and fulfill sales orders from consumers placed through the subdomain websites. ·

5.   (Currently Amended)   The system of Claim 4 wherein: the dealer ~~distributor~~ transactions include maintaining a database of dealer ~~distributor~~ identifier information.

6.   (Currently Amended)   The system of Claim 4 wherein: the domain server provides means for a <u>dealer</u> ~~distributor~~ to modify a subdomain website assigned to the <u>dealer</u> ~~distributor~~.

7.   (Currently Amended)   The system of Claim 4 wherein: the <u>dealer</u> ~~distributor~~ transactions include maintaining a listing of <u>dealer</u> ~~distributor~~ sales made and commissions earned through the subdomain websites.

8.   (Currently Amended)   The system of Claim 4 wherein: the <u>dealer</u> ~~distributor~~ transactions include enabling <u>dealers</u> ~~distributors~~ to request commission payments through the subdomain websites.

9.   (Currently Amended)   The system of Claim 4 wherein: the order fulfillment transactions include accepting consumer orders placed through the subdomain website, verifying customer payment and notifying a product <u>manufacturer</u> ~~supplier~~ shipping department that the consumer order is to be shipped.

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24.   (Currently Amended)   The system of Claim 4, wherein the <u>dealer</u> ~~distributor~~ transactions comprise receiving <u>dealer</u> ~~distributor~~ identification details and maintaining a database of the <u>dealer</u> ~~distributor~~ identification details.

25.   (Currently Amended)   The system of Claim 4, wherein the <u>dealer</u> ~~distributor~~ transactions comprise providing a <u>dealer</u> ~~distributor~~ with a modifiable personal web site and enabling the <u>dealer</u> ~~distributor~~ to make at least one of changes or additions to the modifiable website.

26. (Currently Amended) The system of Claim 4, wherein the order fulfillment transactions comprise receiving orders for manufacturer's ~~product supplier~~ products and payment for the orders through the subdomain websites and maintaining records of the orders.

27. (Currently Amended) The system of Claim 4, wherein the order fulfillment transactions comprise receiving consumer instructions with respect to order fulfillment of a consumer order by the product manufacturer ~~supplier~~.

28. (Currently Amended) The system of Claim 25 [[4]], wherein one of the dealers ~~distributors~~ establishes one of the plurality of subdomain websites for taking consumer orders of the manufacturer's ~~product supplier~~ product, fulfilling the consumer orders placed through the modified websites by the product manufacturer ~~supplier~~, and tracking orders and commissions of the dealer ~~distributor~~.

29. (Currently Amended) The system of Claim 27, wherein the one of the dealers ~~distributors~~ can modify a template of manufacturer's ~~product supplier~~ products offered on the one of the plurality of subdomain websites.

30. (Currently Amended) The system of Claim 27, wherein the one of the dealers ~~distributors~~ can modify the one of the plurality of subdomain websites to individualize promotional copy, add additional dealer ~~distributor~~ product offerings, and select manufacturer's ~~product supplier~~ product markups.

31.   (Currently Amended)   The system of Claim 27 wherein the one of the <u>dealers</u> ~~distributors~~ can view customer orders and commissions and submit commission payment requests to the product <u>manufacturer</u> ~~supplier~~ at a secure area of the one of the plurality of subdomain websites.

32.   (Previously Presented)   The system of Claim 4 wherein the order fulfillment transactions comprise applying a tracking number to each of the sales orders and each of the consumers are notified of the tracking number.

33.   (Currently Amended)   The system of Claim 4 wherein the order fulfillment transactions comprise receiving consumer payment information, and verification of the consumer payment information is provided to the product <u>manufacturer</u> ~~supplier~~.

34.   (Previously Presented)   The system of Claim 4 wherein the order fulfillment transactions comprise listing a shipping status of each of the sales orders.

35.   (Currently Amended)   The system of Claim 7 whereby the product <u>manufacturer</u> ~~supplier~~ can set dollar amount limits or payment frequency limits, or both, on commission payment requests of the <u>dealers</u> ~~distributors~~.

36.   (New)   A system for operating a distributor organization of a product supplier to provide for sales of a product supplier product by dealers of the product supplier product comprising, the system:

a)   a domain server under control of the product supplier providing a plurality of subdomain websites for dealers to offer sales of product supplier product to consumers;

b)   a computer under control of the product supplier having applications for providing:

i)   dealer transactions between the product supplier and the dealer, including at least one of maintaining a listing of dealer sales made and commissions earned through the subdomain websites, enabling dealers to request commission payments through the subdomain websites, and automatically paying a commission to the dealer directly from the product supplier,

ii)   consumer transactions between the dealer and the consumer, and

iii)   order fulfillment transactions directly between the consumer and the product supplier; and

c)   the domain server and the computer being interconnected whereby the product supplier may accept and fulfill sales orders from consumers placed through the subdomain websites.